

MKTG 3710: Advertising & IMC

Ad Campaign Presentation Grading Sheet

Student names:

Title:

The following criteria is used to grade your class presentation.

Introduction

Relevant background information:

Discussion of Ads/Campaign

Show Ads?

Relates Ads to other forms of IMC?

Relates Ads to Campaign?

Conclusion and Recommendations for Future Work

Sums up major points of campaign?

Point to next steps for company/brand?

Handouts

Appropriate/Creative

Overheads (if used)

Readable/contributes

Power Point/Internet

Used to show company website

Overall presentation mode

Speaking to audience

Not reading from paper!

Comfortable with information presented

Interest in topic

Comments:

Grade: /100